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Message Text

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ORIGIN COME-00

INFO OCT-01 EUR-12 EA-12 ISO-00 EB-08 CIAE-00 INR-07
LAB-04 NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /063 R

DRAFTED BY COM/BEWT/TPD/GROBERSON/SB
APPROVED BY EUR/RPE:WHDAMERON, III
COM/BEWT/TPD/BATHOMPSON
COM/BEWT/OEWTD/JEMURRIN
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FM SECSTATE WASHDC
TO AMEMBASSY BERLIN
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AMEMBASSY BUDAPEST
AMCONSUL KRAKOW
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AMEMBASSY MOSCOW
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AMEMBASSY PRAGUE
AMEMBASSY SOFIA
AMEMBASSY WARSAW
AMEMBASSY BELGRADE
AMCONSUL ZAGREB
AMEMBASSY VIENNA
AMEMBASSY HELSINKI
INFO USLO PEKING

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E.O. 11652: N/A
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TAGS: BEXP, XG

SUBJECT: PROPOSED FY '79 TRADE PROMOTION EVENT SCHEDULE

REF: A) USDOC 09547, B) LENINGRAD 1193

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1) USDOC IN FINAL STAGES OF DEFINING TRADE PROMOTION EVENTS SCHEDULE FOR FY 79 IN EASTERN EUROPE AND USSR.

2) PROPOSED SCHEDULE REFLECTS ADVICE RECEIVED FROM POSTS CONCERNING (A) AMBASSADORS' GOALS AND OBJECTIVES, (B) HOST COUNTRY EVENTS THAT MIGHT EITHER CONFLICT WITH OR COMPLEMENT PROPOSED EVENTS, (C) NATIONAL NEEDS FOR VARIOUS PRODUCTS AND TECHNOLOGY, (D) ANNOUNCED PLANS TO PURCHASE SPECIFIC COMMODITIES OR TO INCREASE INVESTMENT IN PARTICULAR INDUSTRIAL SECTORS, (E) HOST COUNTRY PREFERENCES FOR DEALING WITH VARIOUS SUPPLY SOURCES, AND (F) OTHER MARKET RESEARCH TOPICS ON WHICH USDOC HAS REQUESTED POST'S ADVICE.

3) BESIDES ANALYZING DATA FROM POSTS, USDOC (A) HAS CONSIDERED MARKETING DATA FROM OTHER SOURCES, (B) HAS CONSIDERED THE NEED TO MINIMIZE ANY COMPLICATIONS THAT COULD ARISE FROM PROMOTING ITEMS THAT MIGHT NOT BE APPROVED FOR

EXPORT BY U.S. EXPORT CONTROL REGULATIONS, (C) HAS POLLED THE DOMESTIC INDUSTRY TO GAUGE INTEREST IN PARTICIPATING IN PROPOSED EVENTS, AND (D) HAS ACTED TO ELIMINATE OR MINIMIZE CONFLICTS WITH OTHER EVENTS, SPONSORED PRIVATELY OR BY OTHER GOVERNMENTAL UNITS, THAT WOULD DRAW UPON THE SAME UNIVERSE OF PROSPECTIVE PARTICIPANTS.

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4) COMMERCIAL EXHIBITIONS ARE PROPOSED FOR THE FOLLOWING FAIRS AND THEMES:

(A) BUCHAREST FALL FAIR, OCTOBER 5--14, 1978--"INDUSTRIAL ELECTRONICS (EXCLUDING MEDICAL EQUIPMENT)"

(B) NAUKA-78, MOSCOW, USSR, OCTOBER 12-23, 1978-- "DEVICES FOR SCIENTIFIC INVESTIGATION"

(C) LEIPZIG SPRING FAIR, MARCH 1979 -- "ENERGY SYSTEMS"

(D) POZNAN, POLAND, FAIR, JUNE 1979 -- "GENERAL INDUSTRIAL EQUIPMENT"

(E) MOSCOW, USSR, JUNE 1979 -- "AUTOMATION OF PRODUCTION PROCESSES"

(F) BRNO ENGINEERING FAIR, SEPTEMBER 1979 -- "PROCESS CONTROL EQUIPMENT"

(G) PLOVDIV INTERNATIONAL FALL FAIR, SEPTEMBER 1979 -- THEME UNDETERMINED AS YET.

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5) TECHNICAL SALES SEMINARS FOCUSING UPON THE FOLLOWING THEMES ARE PROPOSED FOR THE COUNTRIES AND DATES SHOWN:

(A) "MEAT AND DAIRY PROCESS EQUIPMENT" -- BULGARIA, HUNGARY, AND POLAND IN OCTOBER 1978

(B) "INDUSTRIAL WELDING EQUIPMENT" -- G.D.R., HUNGARY, ROMANIA, AND YUGOSLAVIA IN NOVEMBER 1978

(C) "LASERS FOR SCIENCE" -- CZECHOSLOVAKIA, HUNGARY, AND POLAND IN JANUARY 1979

(D) "CONTAINERIZATION" -- G.D.R., POLAND, AND ROMANIA
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IN FEBRUARY 1979

(E) "PRINTING AND GRAPHICS ARTS EQUIPMENT" -- CZECHOSLOVAKIA, HUNGARY, AND POLAND IN MARCH 1979

(F) "GARMENT PRODUCTION EQUIPMENT" -- BULGARIA, CZECHOSLOVAKIA, POLAND, AND ROMANIA IN MAY 1979

(G) "FERROUS METALS PROCESSING EQUIPMENT" -- G.D.R., ROMANIA, AND YUGOSLAVIA IN JUNE 1979

(H) "FOOD PROCESSING EQUIPMENT" -- THREE CITIES WITHIN THE USSR IN APRIL 1979

6) EXHIBIT/SEMINARS TO BE HELD IN USCO, MOSCOW:

(A) "PLASTICS PRODUCTION EQUIPMENT AND TECHNOLOGY" -- OCTOBER 1978

(B) "PACKAGING EQUIPMENT" -- NOVEMBER 1978

(C) "FERROUS METALLURGY" -- DECEMBER 1978

(D) "QUALITY CONTROL INSTRUMENTS FOR CHEMICAL AND SYNTHETIC FIBER PRODUCTION" -- JANUARY 1979

(E) "TEXTILE MACHINERY" -- FEBRUARY 1979

(F) "INSTRUMENTATION AND CONTROL EQUIPMENT FOR ENERGY SYSTEMS" -- MARCH 1979

(G) "RECOVERY AND UTILIZATION OF SECONDARY RAW MATERIALS -- RECYCLING" -- MAY 1979
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(H) "INDUSTRIAL WELDING" -- SEPTEMBER 1979

7) POSTS ARE REQUESTED TO FORWARD RECOMMENDATIONS CONCERNING WHERE ANOTHER COMMERCIAL EXHIBITION MIGHT BE STAGED EFFECTIVELY. CONSIDERATION MAY BE GIVEN TO BUDAPEST SPRING FAIR, A SOLO EXHIBITION IN POLAND, AND A SOLO EXHIBITION IN USSR (POSSIBLY AT KIEV ON "FOOD PROCESSING").

8) POSTS IN USSR ARE REQUESTED TO FORWARD RECOMMENDATIONS CONCERNING EXPENSES AND PROBABLE BENEFITS OF STAGING EXHIBITS/SEMINARS AT VARIOUS SPECIALIZED INDUSTRIAL FAIRS IN SOVIET UNION, PURSUANT TO POINT NOTED IN SECTION 2 OF REFTEL B.

9) A SERIES OF SPECIFIC REQUESTS APPEAR BELOW. THE INFORMATION IS NOT EXPECTED TO BE PROVIDED IMMEDIATELY FOR ALL EVENTS FOR THE YEAR. RATHER, WE PRESUME THAT POSTS WILL ELECT TO SUPPLY INFORMATION IN CHRONOLOGICAL ORDER OF EVENTS FOR THEIR COUNTRIES, SUCH ORDER TO BE DETERMINED FOLLOWING POST REPLIES TO (A) BELOW.

10) IN ANY CASE, TO ALLOW TIME FOR NECESSARY ARRANGEMENTS AND DOMESTIC PUBLICITY, POSTS ARE REQUESTED TO REPLY ON FIRST QUARTER FY '79 EVENTS BY DECEMBER 31 AND SECOND QUARTER EVENTS BY FEBRUARY 1.

(A) COMMENT ON TIME FRAMES INDICATED FOR EACH EVENT. (WHERE POST FINDS THEME UNACCEPTABLE, AN ALTERNATIVE RECOMMENDATION IS REQUESTED).

(B) A PARAGRAPH SUPPORTING OR REJECTING THE SUGGESTED THEME AND THE BASIS FOR YOUR JUDGMENT, E.G., BASED UPON DISCUSSIONS WITH OFFICIALS OR RELEVANT MINISTRIES OR FTO'S.
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(C) AN ILLUSTRATIVE LISTING OF SPECIFIC PRODUCTS WITHIN THE THEME CATEGORY THAT ARE OF INTEREST TO RELEVANT MINISTRY OR END/USERS.

(D) LIST OF CONCERNED END/USERS, SPECIALISTS, FTO'S AND MINISTRIES.

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(E) BRIEF STATEMENT OF HOST COUNTRY'S COOPERATION WITH OTHER CEMA COUNTRIES IN CITED PRODUCTS, IF APPLICABLE.

(F) POSITION OF OTHER WESTERN COUNTRIES' COMPETING PRODUCTS/TECHNOLOGY VIS-A-VIS THE U.S., PARTICULARLY, IS ARRANGEMENTS OR AGREEMENTS ADVERSELY AFFECT U.S. SUPPLIERS.

11) THE BUREAU OF EAST-WEST TRADE IS EXAMINING ITS OVERALL TRADE PROMOTION STRATEGY AND WILL WELCOME ANY COMMENTS THE POSTS MAY HAVE FOR FUTURE DEVELOPMENT OF THIS STRA-TEGY.

12) FOR BELGRADE AND ZAGREB: THIS SCHEDULE COVERS BEWT PROGRAMMING FOR THE SOVIET UNION AND EASTERN EUROPE AND DOES NOT ADDRESS SPECIFIC PROGRAMS FOR YUGOSLAVIA. VANCE

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Message Attributes

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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Executive Order: N/A
Errors: N/A
Expiration:
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Previous Handling Restrictions: n/a
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Review Release Event: n/a
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TAGS: BEXP, XG
To: BERLIN BUCHAREST MULTIPLE
Type: TE
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